

Case report - Schulstad

Purpose

Through the project Schulstad wished to study the end users' attitude towards the closing clip on the bread bag. The study should evaluate various packaging types as an alternative to the existing bread bag.

Gathering of insight and research

The bread bag with closing clip was chosen as it represents most of Schulstad's products and because they prior to the study had a notion that the end users found it difficult to open.

Four types of packaging were chosen in addition to Schulstad's own.

Test packaging

Types of packaging with different opening mechanisms were tested:

1. Bread bag with closing clip (e.g. "levebrød"/"multikernebolle").
2. Pasta bag with tape closing.
3. Cookies in a deep drawn plastic tray with hard click lid. The lid has a large protruding opening flap.
4. Crackers in a cardboard box with window and inner plastic bag.
5. Breadcrumbs in zipper bag.

End user observations

The five chosen types of packaging were tested with different end users. As the target group for Schulstad bread is the entire Danish population elderly persons with and without physical ailments, a child and a person in the 30'es participated.



Workshop and idea generation

Schulstad gathered employees from the entire organisation for a workshop day. Videos from the end user studies were analysed during the workshop. Below you will find an overview of the insight from the end user study.

Insights from the end user study

Generally

- Several pointed out that it is impractical having the date marking on the closing clip and not on the packaging itself.
- Don't "super pack" the product e.g. bag in a cardboard box.
- Packaging should be able to fold in order not to take up space in the waste bin.
- Environmental friendliness should be considered in packaging.

- Make sure that no tools are needed to open the packaging.
- If a hard packaging is used flaps should be large and obvious.
- Unknown packaging types can be quite a challenge to open.

Reseal

- End users focus greatly on re-sealing concerning bread.
- Re-sealing has to actually work in order to be appreciated!
- Re-sealing with closing clip does not work.
- A new re-sealing mechanism requires instructions for the end users.
- If a sticker is used to reseal it has to be thoroughly considered how it is used.
- Significant dissent as to whether a closing zipper is desirable. Not good for e.g. rice, sugar or breadcrumbs as the products gets stuck in the zipper.

Ideas/focus from the workshop

Based on the end user studies and the gathered insight concerning user-friendly packaging group discussion were conducted and ideas for new packaging concepts were outlined. The following can generally sum up the process:

- Date marking has to be on the bag and not on the closing clip.
- Drop the closing clip – a new type of re-sealing needs to be developed.
- Instructions for new re-sealing mechanism are important.

Packaging can also include the following properties:

- Serving possibilities in packaging.
- Easier transport of the package.
- Special design
- Special opening mechanism.
- Flexible packaging adjusting to the product.
- Exclusive look.
- Bundle.
- Packaging that makes it easier to access one slice of bread.
- Stacking in a new way in packaging – at the same time facilitating distribution.

Concept development and prototypes

As Schulstad has not yet finished developing their concepts it is not possible to describe them in more detail. In the continuing development of a more user-friendly packaging it is important to involve the entire company and still conduct tests on end users as well as mechanical tests if Schulstad want to prove the new packaging to be more user-friendly and demanding less strength to open than the existing one.